

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Red Line INC

#### South Carolina Manufacturing Extension Partnership

#### ISO Program Helps Red-Line Chemicals Grow Customer Base

##### Client Profile:

Red-Line Chemicals, Inc., founded in 1986, is a contract chemical manufacturing operation providing custom formulation of chemicals, toll blending and packaging services. Located in Rock Hill, South Carolina, Red-Line blends water-soluble chemicals to create synthetic lubricants for some of the world's largest companies from scale up to full product commercialization. Red-Line Chemicals' products are used in numerous market and technology areas, including the oil well drilling industry. The company sells to companies in Germany, France, Canada, Costa Rica, Guatemala and Colombia, as well as the U.S. armed forces in Iraq. The family-owned business employs 11 people.

##### Situation:

As the market for U.S. textiles began shrinking, Red-Line realized that it had to expand beyond its initial customer base or face bankruptcy. The business was committed to supplying the largest chemical companies in the world and had to meet the gold standard of a global customer base. The motivation for Red-Line's initial decision to pursue the ISO certification was when one of its customer's sales representatives hinted that this certification was becoming increasingly important to his company's customers. Red-Line turned to the South Carolina Manufacturing Extension Partnership (SCMEP), a NIST MEP network affiliate, for assistance.

##### Solution:

SCMEP provided technical assistance for the implementation of an ISO 9001:2000 Quality Management System (QMS) at Red-Line. SCMEP and Red-Line recognized that this certification would open the door to the company's global customer base by showing the company meets established international standards. Upon installation of Red-Line's QMS, five quality objectives were established which focused directly on processing expensive raw materials into a finished product. The company's QMS has led to a 99.86 percent conversion of raw material to finished product, and an inventory accuracy rate of 100 percent.

##### Results:

- \* Achieved ISO 9001:2000 certification.
- \* Retained sales of \$750,000.
- \* Increased production preparation time by 23 percent.
- \* Reduced customer complaints by 55 percent.

##### Testimonial:

"SCMEP was instrumental in our successful campaign for ISO 9001:2000 certification. SCMEP not only provided the initial funding grant for our certification, which has been one of the catalysts for our continued operation, but they have been instrumental in providing additional services to include

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assessments, safety evaluation and answers to some problematic questions. I do not hesitate to contact SCMEP for insight and direction.

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Dave Oxendine, Business Development